

Selling and Marketing of Aquatic Glassel

We have developed a new marketing package for all new dealers either Internet, retail store or trade shows. This package will include marketing material, sales information, pricing and almost everything you may need to start your own business selling our products. The price for this dealer package is \$850.00 which is non-refundable. Dealership fees will be credited back after you reach purchases of \$20,000.00 in a 2 year period from the start of the first day you become a dealer. If you choose not to enroll by paying \$850.00 for a dealership/tech support, this dealership is available without any tech support.

The dealer package is as follows:

Our dealer program will include:

Installation Guide

- a. Do's and Don'ts, How to and not to, why and why not, Precautions and regulations.

Sales Guide

- b. Techniques and good practices, example pricing guide, FAQ Guide.

Pricing guides

- a. Wholesale and retail for:

Glass (base, toppings, toppers, diamonds, ice, drops, flats, rounds, Ice Ice Ice, Fire Stones, Fire Balls, Fire Shapes) **Burners** (star, straight, round, standard black pipe, stainless steel, bent, rings standard and custom) **Fireplace Surrounds, Vortex Fires, Paint, Fire Water Features, Propane and Natural Gas Valves, Fire Bowls, Electronic Ignition** (battery operated or 110 volt operated) pricing and guides
Portable Fire Pit pricing and guides
Ventless Burners, Propane or natural gas, pricing and guides

Sample Business Cards and Brochures, all material available upon request

Complete Access to all web material for the Internet or for printed material available upon request

Complete phone support on all products and installations, during normal business hours

DVD's for TV monitors and or looping advertisements, with or with out sound. available upon request

Standard or Custom designed displays, some fees may apply

Sheet Metal design and tech support

Web Site Introduction, fees will apply

Displays from simple carry cases to fully outfitted trailers, fees will apply

All displays and samples will be charged accordingly

Depending on your actual display, store or dealership the dealer fees may or can be waived.

We take pride in offering as many products as possible. Continually we try to find or develop new products to continue to offer a large variety. We have even crossed over to having our

own colors produced. At this time we have dozens of product lines available and numerous products:

Aquatic Glassel (polished)

Aquatic Glassel (for fireplaces)

Aquatic Glassel Toppings.

Aquatic Glassel Toppers

Aquatic Glassel Drops, flats rounds, ice,

Aquatic Glassel Ice Ice Ice

Aquatic Glassel Burner Systems, (propane and natural gas)(indoor or outdoor)

Custom Burners in Steel and Stainless Steel (indoor or outdoor)

Vortex Fires

Ventless Burner Conversions

Sheet Metal Facility and Metal Fabrication

Electronic Ignition Systems (battery operated or 110 volt)

Fireplace Surrounds

Custom Show and Display Trailers

Showroom Displays, Custom or Standard

Fire and Water Features to fit any application with or without fiber optics

Custom Bowl Spinning in Stainless Steel or any other material up to 72"

DesignED (our own design division for custom applications and future products)

FireBalls, FireStones, FireShapes, FireRocks (in glass)

Portable Fire Pits (propane or natural gas)

We offer over 500 products and 30 plus product lines for the Landscape, Fireplace and Hearth industry and continue to develop new products to broaden our line of available products in order help make you a one stop shop in the landscape, fireplace and hearth industries This enables you to provide complete service for your client.

The "80/20" rule:

80% of our retailers sell 20% of our product.

20% of our retailers sell 80% of our product.

This is due to experience of the retailers and understanding what volume sale equates to or in the other case of the retailer not understanding how to market or even sell a simple product.

This is due to the experience of the retailers and a thorough comprehension of effective marketing and sales. It's like the Henry Ford Philosophy "build an affordable car that everyone can afford" and you'll be successful. Henry offered any color as long as it was black and we offer hundreds of colors including black!

We are always looking for new innovative salespeople/companies and sales techniques. Prior to taking on any new sales people we require a letter of intent, which should include experience, capability, qualifications, objectives, marketing techniques and any other information about yourself and or your company that you think would help us in making a decision to further you and our product line. This is a process we have adopted in the last few months; it has greatly improved the salesforce that we deal with. We want you to be assured

that this process is to protect the sales force that we associate ourselves with to insure legitimate sales techniques and not gypsy practices.

We treat our existing dealers with the utmost respect and will ask for their input regarding the possibility of another dealer in their area and how this may impact their sales. Our goal is to build a unique sales force that is compliant with ours. The measures we take to protect our sales force are based on the concerns of existing dealers. We are offering dealerships at an affordable cost, but we now have very strict guidelines and rules.

Requirements

1. ***Business License (an active license in the city which you do business)***
A contractor's license and insurance is required for installations in most states, we require the same. You should check with your local codes to insure proper licenses and or permits.
2. ***Physical Address (an address where you can be contacted or visited by the consumer)***
3. ***Credit References***
4. ***Showroom (product display.) We support our retailers and our door is always open for comments or suggestions that may better promote our products. We require our retailers to support our quest for success marketing our products. We offer Price, Availability, Quantity, Quality, Variety, Selection, Marketing, and Home Show/ Trade Show Support second to none.***

Retailer and Aquatic Glassel expectations:

1. ***Product Display is essential and a minimum of 48 colors is required to obtain adequate exposure but not mandatory. A burning display is not mandatory but does add to increased sales. The amount of colors you choose to display will play an important role in the amount of sales that you will generate (the more choices the more sales).***
2. ***Purchasing a display and depending on the type of display will determine the cost of your display. A carry display can range from a few hundred dollars all the way to a fully equipped trailer ranging upwards to \$35,000.00.***
3. ***All glass products must be sold at MSRP pricing plus shipping and handling if applicable. Failure to meet these criteria will cause us to discontinue selling to you.***
4. ***We also suggest that every sale be represented and priced accordingly:
Glass only pricing be given for 2" and 3" methods (e mailed quotes included as examples)
Itemized for glass alone, sand and lava rock if required, installation, cleaning, burner, paint and or any other service that is or would be required. The customer needs to be given the choice on the amount they will spend and or install. They also need to be given the option if they want to install it themselves. . Since our glass products are the cornerstones of our business we only require that dealers follow MSRP for glass products. This method has proven to be a very successful sales approach.***
5. ***We strongly suggest an itemized pricing breakdown of all products and services. We do not want the product misrepresented. The rule we recommend is: What you would tell your customer today, is the same thing you will tell them any time in the future. This time tried technique works!***

6. *Since the development of Aquatic Glassel Moderustic Inc. has sold our product on the Internet WWW (world wide). We do have a store on the Internet and have always had one. We spend a great deal of time and resources maintaining the website promoting our product line. As a dealer you will have access to all Moderustic website data.*
7. *Let it be known that if and when we find any company is not completely supporting our product line and policies we will be forced to discontinue any and all sales to this company and we will not reconsider our decision. So we recommend that any company considering change in policy, think of the consequences.*
8. *New guidelines for internet dealers are as follows:*
 - A. *Any and all new Internet dealers will register their domain names under the ownership of Moderustic Inc. These will be your websites to operate but the ownership will belong to Moderustic Inc. While in agreement with Moderustic Inc any other website must be registered the same in the name of Moderustic Inc or you will and must discontinue any and all activity with Moderustic Inc. We are offering a new business venture for you not a steppingstone. We are offering you years of development and knowledge of sales experience to help you market these new products and ideas. We are seeking allies not adversaries. We are looking for dedicated companies and individuals to team with. We are not looking to create our own adversaries. We will register the domain name of your choice and we will provide you with a server of which you can edit, monitor, update, change or modify the way you would like to see it displayed. All website content can be used from Moderustic Inc, which is protected by copyright for purposes of advertising of Aquatic Glassel on these websites.*
 - B. *You will or may be asked to sign a non-compete letter so please be prepared to do so. We are seeking dedication from companies and individuals.*
 - C. *All content can be used from the parent company (Moderustic Inc), which is protected by copyright for purposes of advertising of Aquatic Glassel on these websites.*
 - D. *Aquatic Glassel is the product name and will not be changed or modified in anyway at anytime.*
 - E. *We are a monogamous company and require our dealers to purchase all materials and supplies from Moderustic Inc unless otherwise approved by the said Corporation.*
 - F. *A letter of intent must be submitted to Moderustic Inc for review from the corporate officers for final approval.*
 - G. *A business plan must be submitted as well to insure that we know the direction you would like to go.*
 - H. *Our time is as valuable as yours is. We don't want to waste your time and hopefully you don't or won't waste our time as well. We've created many new products and ideas to bring to the market and with the help of dedicated dealers we can all prosper. We have mentioned a list of criteria above, which we need, answered in the fullest you can. If you cannot fulfill these questions and answers and or requirements thank you and good luck. If you're calling to get information on the "how to" we offer a consulting service at \$2500.00.*

As an Aquatic Glassel reseller/ dealer, you will need a nice quality website to show off the product and provide your customers a method for making their purchase. We use the services of PD-go! Web Solutions (www.pdgo.com) located in Vero Beach Florida. Their owner, and our primary point of contact, is Steve Schwartz. His email is steve@pdgo.com and phone is toll-free 888.354.4946

They provide a unique service of creating websites that match your company's brand identity, such as company colors, logo, etc., but the best part is that once your new website is completed and online, they will personally teach you how to use their PD-go! System so that you are then able to make changes to the information on your website anytime you wish, and without being a techie or knowing any programming skills. Their website provides a demonstration of how the PD-go! System works.

There are a few pricing options based on your budget and your willingness to do some or all of the content work (adding text and pictures) yourself:

Package A – \$600 – This package is for the lowest budget reseller that wants a nice looking site created, doesn't want to spend much money, and wants to add their own content. They will use an existing 'site style' design (either like www.moderustic.com <<http://www.moderustic.com>> or www.aquaticglassel.com <<http://www.aquaticglassel.com>> – this is the 'look' that wraps the perimeter of all pages of your site automatically) but instead will write in your business name and/or the website domain name at the top. The design colors, animated images, etc will stay the same. PD-go! Staff will train you how to use the system so that you can then add ALL your page content to the site yourself. PD-go! Staff will NOT add your page content (text and pictures) for you.

Package B - \$1800 – This package provides you up to 20 hours web design labor. This includes creating a custom site style, either with or without flash animation at the top, approximately 10-14 hours of labor time adding the text and images onto your pages, and your training in the PD-go! system.

Package C - \$2400 and up – This package provides you with up a minimum of 26 hours of web design labor and goes up as you need more content work done on the site.

For all packages, there is a monthly fee of \$39 that applies. It provides you with the following items:

- 1. Unlimited self updates to your site using PD-go! System*
- 2. Make your site up to 100 pages in size*
- 3. Technical support by phone, email, faxes during 9am to 5pm EST Monday thru Friday.*
- 4. Website hosting on their fast, reliable server with offsite data backup.*
- 5. Up to 10 email accounts at 90mb size each*
- 6. Website Visitor Statistics*

If you wish to sell items from the website directly and receive payment from your customers' credit cards, PD-go! offers their 'E STORE' which can be easily added to your site for \$10/month additional fee (\$49/month total). You will need to add your products to the E Store so that they may be purchased, or you can hire PD-go! Staff to do this work for you for \$90/hour as needed. The E-Store works with your choice of payment processor: Paypal.com or Authorize.net. Please let their staff know that you wish to sell items online.

For all packages, PD-go! Staff will register the domain name or names of your choice in the ownership of Moderustic Inc. and/or Edgar Jaunzemis and the registration fees will be paid for by you. The registration fee paid is not to be construed in any way, shape or form as providing you with ownership of the domain or domains. The domain name or names will be only registered in the name of Moderustic Inc. and/or Edgar Jaunzemis. Price is \$20/year for one to 10 years registration fees. This is the website's '.com' name such as

myfireglasselbusiness.com Names are available for 1 to 10 years, and getting a name for 5 years or longer is rumored to do better on the google.com search engine rankings than 4 years or fewer. Moderustic Inc. also owns many domain names that they can lease to you, but they retain full ownership of the actual domain name or names. If any content comes from Moderustic Inc. and/or Edgar Jaunzemis or any other website which is owned by Moderustic Inc. and/or Edgar Jaunzemis, then the ownership of this content is that of Moderustic Inc.

To sign up or if you have further questions, please contact Steve Schwartz at www.pdgo.com or email steve@pdgo.com or 888.354.4946

With all of this said and if you agree to the terms mentioned we can now proceed to discuss pricing and a display.

Aquatic Glassel by Moderustic

www.Moderustic.com
www.AquaticGlassel.com

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What is most important: **patent pending.**

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The terms and conditions of this letter can change with out notice at any time.

The effective date of this document is January 01, 2009.